

shoe measuring guide

We believe that it's really important to measure children's feet accurately before buying them every pair of shoes. That's because ill-fitting shoes can have a serious impact on your child's foot health for years to come. To help you do this, we've teamed up with our partner Startrite to help measure your child's feet from the comfort of your own home!

n.b. See below for a guide to our welly sizes.

Paper measuring gauge

Download Startrite's free paper [measuring gauge below](#) and follow the simple step-by-step instructions to measure your child's feet, then visit Startrite's [size calculator](#) to get their shoe size. You can even convert it to EU sizing using their [conversion chart](#).

What age is the paper measuring gauge suitable for?

It's perfect for kids who can stand on their own and have a shoe size smaller than a large L 8.

If your child's younger, or has smaller feet, then you may find it easier to measure their feet using Startrite's [small measuring gauge](#).

How to use the paper measuring gauge

If you're not sure how to use the paper measuring gauge, or find watching a video easier, then just [click here](#).

How should shoes fit?

As with your own shoes, you do not want the shoe to be too tight and rubbing at any point of the foot, equally if a shoe is too big and loose, toes will need to scrunch to keep the shoe in place and the way the foot behaves, informs the development of the body above it.

It's important that the shoe grips the heel well so that it doesn't slip while the child is walking. And when the heel is gripped efficiently, it allows for the extra growing room at the front of the shoe. See more on checking fit [here](#).

Paper measuring gauge.

Step-by-step guide.

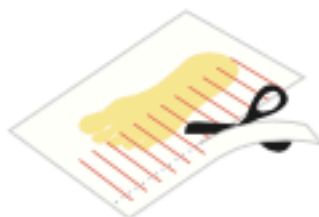
Our paper gauge is perfect for mini explorers who can stand on their own and the instructions below make measuring their wriggly little feet a doddle, so please read through them carefully.

As measuring is only a guide it's important to check the fit of the shoes once they arrive. Different styles and types of footwear can fit differently to one another so be sure to take a look at our fitting guides and videos at startriteshoes.com/measure-at-home



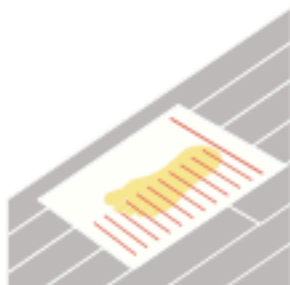
1. Printing the gauge.

When printing double check that your printer is set to 100% or 'do not scale' to ensure an accurate result. Once printed use a ruler to check the millimetre markings match up.



2. Remove the width measure.

Cut along the dotted line to the left of the gauge to separate the width tape.



3. Place the chart on a hard floor.

You may find it helpful to place the heel line against a wall to make measuring easier.



4. Getting started.

Ask your child to pop one foot onto the paper gauge and make sure the back of their heel lines up with the thick line as shown. Double check they are standing normally, with their weight on both feet.



5. Measuring the length.

Jot down the millimetre measurement: from their longest toe – no need to add any extra as we've already calculated growing room into all our shoes. Repeat for their other foot.



6. Using the width tape.

Wrap the cut-off width tape around the circumference of their foot at the widest point. The widest point is usually diagonally across from the big toe joint to the little toe joint. If you run your finger along either side of the foot, you'll feel a bump where the joints are.



7. Measuring the width.

Pull the tape so it's snug around the foot and take a note of the millimetre measurement. Repeat again for their other foot.

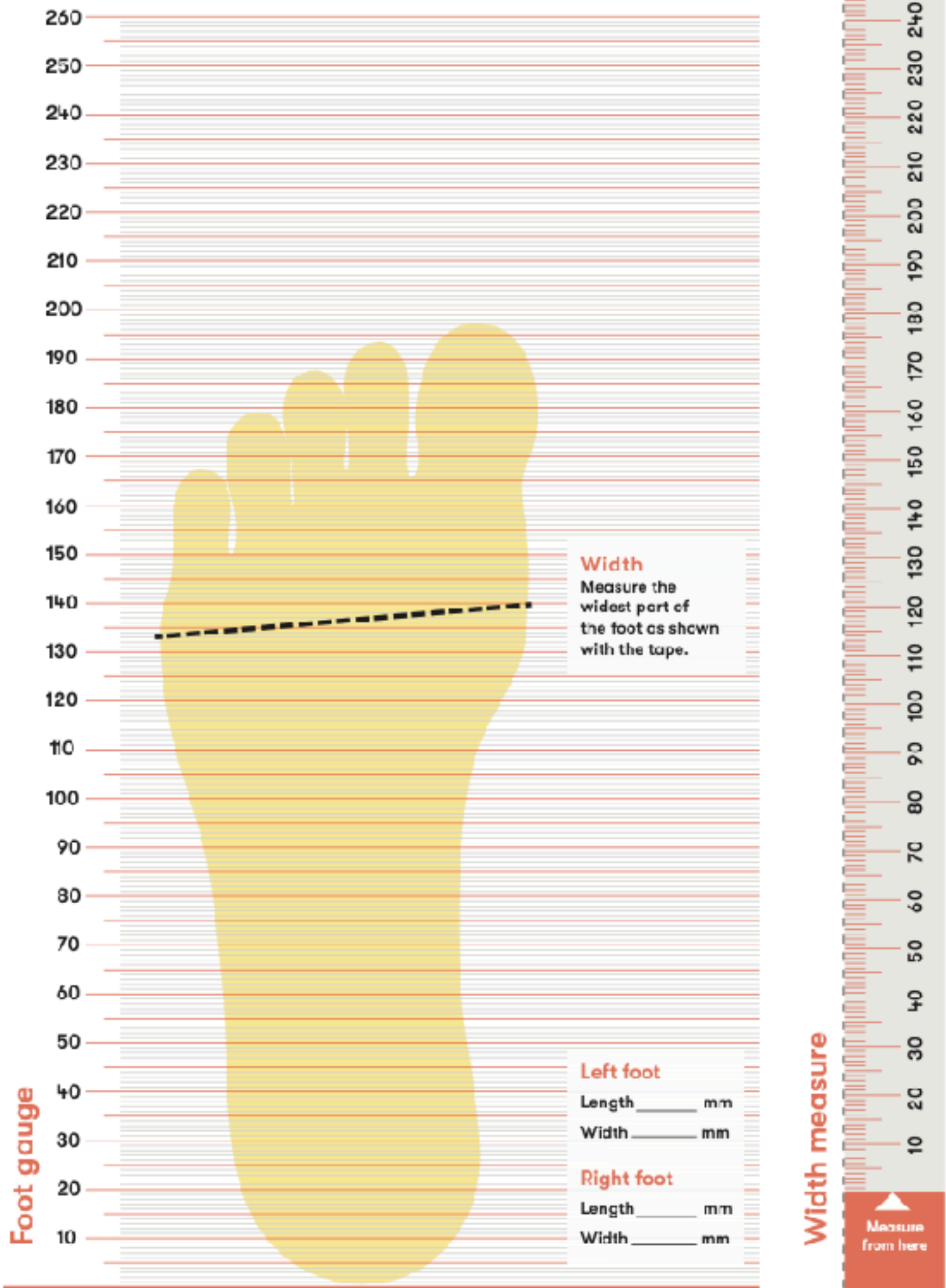


8. Getting your Start-Rite size.

Enter the largest length measurement and largest width measurement into our online size calculator at startriteshoes.com/size-calculator to find their size.

START ¹⁷⁹² RITE

Make sure your printer is set to 100% or do not 'scale'.



Foot gauge

Width measure

Width
Measure the widest part of the foot as shown with the tape.

Left foot
Length _____ mm
Width _____ mm

Right foot
Length _____ mm
Width _____ mm

Back of the heel to this line.

Measure from here

theLittleLoop

welly size guide

UK	Inf 3	Inf 4	Inf 5	Inf 6	Inf 7	Inf 8	Inf 9	Inf 10	Inf 11	Inf 12	Inf 13
EU	19	21	22	23	24	25	27	28	29	30	31
US	4	5	6	7	8	9	10	11	12	13	1

UK	Junior 1	Junior 2	Junior 3	Junior 4	Junior 5
EU	33	34	36	37	38
US	4	5	6	7	8

Please use the handy measuring guide below to help. And if your child is in-between sizes we recommend going for the bigger size. You can always fill out the welly with some warm and cozy welly socks.

All measurements in cm

Shoe Size	Insole Length	Insole Width
UK 4 (EU 21)	14.5	6
UK 5 (EU 22)	15	6
UK 6 (EU 23)	16	6
UK 7 (EU 24)	16.5	6.5
UK 8 (EU 25)	17	6.5
UK 9 (EU 26)	17.5	7
UK 10 (EU 28)	18.5	7
UK 11 (EU 29)	19	7
UK 12 (EU 30)	20	7.5
UK 12 (EU 31)	20.5	7.5
UK 1 (EU 33)	21	7.5
UK 2 (EU 34)	22	8
UK 3 (EU 36)	23	8
UK 4 (EU 37)	24.5	9
UK 5 (EU 38)	25	9

*All sizes are the full length of the insole and width at the widest point.
Please allow 1.0cm - 1.5cm on top of your child's foot length to allow for thicker socks and growing room.